wherein said sample contact region, said test site, and said control site are in lateral flow fluid communication along said flow path, such that after a liquid sample suspected to contain the ligand is applied to said sample contact region,

said conjugate moves along said flow path and binds to said immobilized binder of said control site to produce a color visible to the unaided eye indicative of a valid test result, and,

if the ligand is present in the liquid sample, a specific binding reaction product comprising the ligand and said conjugate binds to said immobilized first binding protein of said test site to produce a color visible to the unaided eye indicative of the presence of the ligand in the sample. --

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-- 28. (New) The test device of claim 27 further comprising a filter in said flow path upstream of said test site and control site. --

-- 29. (New) The test device of claim 28 wherein said filter is defined by a portion of said sorbent material. --

-- 30. (New) The test device of claim 27 wherein said control site is located downstream of said test site. --

-- 31. (New) The test device of claim 27 wherein the control site is a positive control site. --

-- 32. (New) The test device of claim 27 wherein said first binding protein binds human chorionic gonadotropin. --

-- 33. (New) The test device of claim 27 wherein said first binding protein binds human progesterone. --

-- 34. (New) The test device of claim 27 wherein said conjugate is disposed in dried form in said flow path and is mobilized by liquid carrying the sample during use of said test device. --

-- 35. (New) The test device of claim 34 wherein at least one of said first binding protein and said immobilized binder is a monoclonal antibody. --

-- 36. (New) The test device of claim 27 wherein the colored particulate material is a metal sol particle. --

-- 37. (New) The test device of claim 27 wherein said conjugate binds specifically to said immobilized binder. –

-- 38. (New) A test device for determining the presence of a ligand in a liquid sample, the device comprising:

a test strip comprising a sorbent material which defines a flow path for transporting a liquid sample therealong from a sample contact region to a test site and a control site, and,

disposed upstream of said test site and said control site, a conjugate comprising the ligand or a binding analog thereof and a colored particulate material,

said test site comprising an immobilized first binding protein which binds the ligand, if present in the liquid sample, or said conjugate, and

said control site comprising an immobilized binder which binds said conjugate,